

# How to Create Case Studies

Potential clients want to know, “Does this really work? Can you share examples of what other teams have done?” Fortunately, we have a number of excellent case studies available in our Digital Library.

The current focus is on teams using the Team Diagnostic™ with “before” and “after” coaching to show the impressive improvement in team scores. **Please note:** Client names are not included in case study examples for privacy reasons.

## ***Step 1: Creating a Comparison Report from Your Assessment Results***

This custom report shows the baseline and post-coaching assessment results overlaid on top of each other for the Quad, Polar, and Bar Charts. The impact of this view is powerful and makes it much easier for the team to see their progress and say “Look what we did!” There are sample comparison reports in the Digital Library. This is a very popular report with facilitators and teams.

## ***Step 2: Submitting Content for the Design Template***

We have a standardized format for case studies to maintain TCI branding. We will also be using graphics and data pulled from the Comparison Report.

If you order a case study, we will send you a Microsoft Word document that contains questions and guidelines for creating content. You will write your own content to ensure it tells the story you want and fits in the space available. We follow a similar format for all case studies and we may need to modify your content to get the information to fit properly.

After you have completed the template, please send it back to TCI. We will review it for fit and impact. We may have a few follow-up questions and a few iterations of the layout before sending the final version to you for use. We will add your contact information and logo to the design as well.

Case studies can take a few days to complete. If you have a critical deadline, please let us know. With some advance notice we can re-prioritize projects in the queue to meet your deadline.

Creating case studies from your successful team coaching engagements using the Team Diagnostic™ products will build a valuable library of marketing materials for you to use with potential clients.

Please contact us at [info@teamcoachinginternational.com](mailto:info@teamcoachinginternational.com) to order your Comparison Report and Case Study when you start the re-deployment process.

***Please see the Pricing sheet in the Digital Library for current pricing.***